

FIRST SHIFT DAY 3-9 October 1666

HEELERS MUST INTRODUCE THEMSELVES
HEELERS MUST ATTEND THURSDAY NIGHT MEETINGS AT 7:30 DOWNSTAIRS
HEELERS MUST ARRIVE ON THEIR SHIFT DAY PROMPTLY AT 3:30 UNLESS
ARRANGEMENT IS MADE WITH THE SUPERVISOR

I. General Shift day procedure for heelers.

- (1) 3:30 reporting time
- (2) after dinner reporting time (about 8PM, but whenever
you say)
- (3) instant telephone answering
- (4) pulling records for any shifter (esp. Dust and CXR)
 - (a) filing procedures for same
- (5) personal responsibility for station cleanliness
- (6) food runs

STRESS INDIVIDUAL INITIATIVE; TO BE HELPFUL WITHOUT BEING ASKED
IS NOT BEING A BROWNIE!

II. Programming Procedure

- (1) duties of supervisors (see next page)
- (2) your day's programming and personnel
 - (a) station switching
 - (b) FM and 540 simulcasting
- (3) News - sources and make-up
 - (a) no touch UPI machine without special
permission

III. Engineering

- (1) CR I emphasis
 - (a) equipment and technique
 - (b) review fundamentals (remote is an input,
channel an output, etc.)

IV. Optional Quiz

- (1) If any given, results to my box

Today is a get-acquainted period for the heeler - both with the facilities and the shifting personnel. Overcome permanent bashfulness by pushing the one-happy-family aspect at once. Outline our greater ideals; stressing that what may seem mickey mouse invariably serves these ends. If you spot a dogger, let me know quick.

PY/VC

SECOND SHIFT DAY

Note: this heel is only six weeks long; only four shift days left.

I. Programming Procedure

1. Programs for the entire week; name and personnel for every day. Time of show and all station switches.
 - a. review own day
 - b. complete list in reception area
 - c. heelers are responsible for all of this.
2. The daily special; time, name and nature.
 - a. Sunday UN Report 6:45-7:00
 - b. Monday Focus 6:30-7:00 (tape of campus speaker or event) Productions department
 - c. Tuesday Yale Reports 6:30-7:00 (produced by Yale Reports staff; distributed nationally)
 - d. Wednesday Viewpoints 6:30-7:00 (panel discussion with guest figures. News department)
 - e. Thursday Goalposts 6:30-7:00 (sports week in review).
 - f. Saturday Viewpoints rebroadcast 6:30-7:00

II. Engineering

1. CR I cold: power switch, patch board, phone lines (including headset answering), cartridge machines, footswitch (and its on-off toggle).
2. All basic engineering techniques, including hand signals and channel 2 cueing.
3. CR II: function of all pots, the Christmas tree, turning on the transmitter, power, stereo monitor, tuner, line to gym, 640 and 540 transmitters, all positions of monitor switch, cueing, and intercom to studio 2.
4. Note that CR I and CR II are connected only by the telephone intercom.

III. Department projects - has everyone contacted their department head?

IV. Collect ideas for a day project. Move toward implementation.

V. Remind the heeler of his responsibility to sell and the sensibility of starting at once. Andy Loebelson is heeler sales manager.

THIRD SHIFT DAY

Mid-comp test is on Thursday of ^{next}~~this~~ week.

I. Program Procedure.

1. review of supes duties (in the book)
2. Heelers have been lectured on the people and functions for all appointed offices (APD/O, etc.) Review this area. Good quiz material. See next page.
3. Logs. Correct procedures, AM and FM logs and FM transmitter log.
4. Reminder of the importance of reading supe reports and Executive minutes.

II. Engineering

1. Introduction to CR III. See how far the heeler's present state of understanding carries him in explaining CR III to you. This should reveal fundamental engineering weaknesses, etc.
 - a. Note that our broadcast day can be (and has been) run from CR III.
 - b. Be sure to include the patchboard.
2. Patchboard in CR II. The CR III patchboard is a good preliminary to this. Color coding of patch labels. Be sure you understand all the new patches in CR II.
3. Remote broadcasting
 - a. All the equipment that must go along
 - b. Arrangements for bringing in the remote at the station
4. Use of the tape recorders. Tape and input monitoring, recording, and editing. Include demonstration on the editing 351. Stress that one never touches a recording head with a metal object (such as a ball-point pen tip).
5. Recording on the CR III cartridge tape machine.
6. Tape bulking and the importance of not leaving important tapes lying around CR III. (Remember to include the effect of the bulker on wristwatches.)
7. Fine points of CR II: Program switches (to left of VU), start buttons (2) for ATC., audition and program channels, master channel pots, to-be-completed tape recorder nemo on Xmas tree panel. Take a look at the circuit card baskets inside the console. (Before opening the lid, remove both the mike and the ring into which it fits.)

Everyone should have tried to sell by now.

Every active member should know every heeler by now.

Describe the extreme sensitivity of the CR II equipment; no running, general stomping, shouting. Strict observance of warning lights. When studio 2 is in use; noone goes down the little hallway into CR II.

Day projects and department projects should be in progress.

FOURTH SHIFT DAY

I Program Procedure

1. Review the power hierarchy and names of significant officers. Heelers should, for example, be able to describe the functions of the Operations Department.
2. The whole week's programming.
3. Supes for all days; duties of the supervisors.

II. Engineering

1. Clearing equipment for use before walking off with it.
2. Duties of the remote broadcaster. Phone check on line quality (Ted Mollagen); frequency of time checks.
3. Operation of the remote units (bimote, Altec, big Gates) Signaling for mike (i.e., sportscaster to engineer), proper cross fading of mike pots.
4. Monitoring the remote team at the station (both control rooms), getting remote on the air at the precise time. Demonstrate the beauty of the timer for this purpose.

Heelers should by now have proficiency in all three control rooms; should have experience in editing tape, recording cartridges, making station switches.

Day and department projects will be enumerated in detail at the election; stress this to the heeler.

"Selling's no fun, but must be done." B.S. Estes

FIFTH SHIFT DAY

The spectre of Executive Interviews looms ahead. Heelers may be told that they are expected to know not only how the station is put together, but what we are doing, right now! They must have ideas and well-formulated opinions.

I. Program Procedure

1. chain of command - continue to zero in on the duties of specific people.
2. Your heelers no doubt have specific programming interests (news, CM, etc.) Be sure they understand all the opportunities in any area; see if they have talked with leading figures in their interest field.

II. Engineering. It is late enough for anyone to start worrying who has not tripped down to New York for his third class, broadcast endorsed radio-telephone operator's liscense. The VC has the questions and answers. The liscense need not have arrived from New York by election time; the heeler should ask the FCC tester whether or not he has passed the test as soon as he turns in his answer sheet. The word of the tester that the test is passed is adequate for election eligability.

Every heeler should by now be able to do AM or FM shifting, and produce a special of any complexity in CR III. Does every one of your heelers meet this criterion?

Sometimes a formal meeting between just the supe and one heeler is the only way to discover gripes, fears, inadequacies, etc. It's up to you - let's not have any dark horses come November 14 (election night).

"Dark horse: a heeler about whom something is unknown" M. Webster

SIXTH AND FINAL SHIFT DAY

Heeler Supervisors

Heelers run the station and write the supe report.

If there is only one heeler on your day, he may not be able to handle the whole day alone. Be sure heelers take as much responsibility as possible. Of course, regular supes should still be around should the need arise for their help and to judge how capably the heelers run the show. Obviously, the 3:30 arrival time is waived for today.

Last ditch department and day project efforts.

SELLING must be completed this week.

"Thank God that's over with!" -S. Liston

"Am I too late to heel?"-Deceased Yalie